

## APPLE SHOW TO BE NEXT BIG FESTIVAL

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Now that the Independence Day celebrations have been disposed of, the next big event that is classed among California's annual festivals will be the Gravenstein Apple Show, to be held in Sebastopol from August 18 to 23, inclusive.

Edward H. Brown, who has been general manager of the three apple shows already held, will be associated with the management this year in an advisory capacity and he is now planning the decoration scheme and the principal features to be entered. Mr. Brown is General Manager of the California Land Show and Home Industry Exhibition, to be held in San Francisco next October, and is, therefore, unable to devote as much time to the apple show as heretofore. He will, however, be in close touch with the apple festival from now until the opening date and, as usual, will spring many feature exhibit novelties on the public this year.

The active management of the apple show has been taken up by J. P. Kelly, who is secretary of the Association promoting the festival. Mr. Kelly is devoting his entire time to the work in hand. He is receiving applications every day for space in the main pavilion as well as in the implement tent, where manufacturers and others will have an opportunity to display their goods and wares. Through his association with the apple show for the past three years and his extensive acquaintance throughout the county, Mr. Kelly is especially fitted for the task that has been assigned to him. He knows how and where to get the best exhibits and both he and Mr. Brown promise to assemble this year the finest and most artistic display of horticultural products ever seen in the west.

Never in the history of fruit growing in the Gold Ridge section have the apples looked better than they do this year. By the time the big show opens the color of the Gravensteins will be exquisite, which insures an especially fine effect under the canvas.